

CLAIMS

1. (currently amended) A method for an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, the method comprising ~~the steps of:~~

~~a)~~ accessing a Web page out of a plurality of Web pages of an e-commerce Web site;

~~b)~~ submitting log in information to the Web site;

invoking a web page editor having a graphical user interface for editing the Web page;

~~c)~~ selecting an item on the Web page to modify;

~~d)~~ editing the item on the Web page;

~~e)~~ submitting the edited item to the Web site; and

~~f)~~ receiving an updated version of the Web page to view and verify the edited item.

2. (currently amended) The method of Claim 1, ~~wherein step c) further includes the step of~~ further comprising logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site.

3. (currently amended) The method of claim 2 further comprising ~~wherein step f) further includes the step of~~ logging out of the Web site prior to receiving the updated version of the Web page.

4. (currently amended) The method of Claim 1, wherein the management user interface is implemented with a web browser~~wherein steps a) through f) are performed with a web browser on a client machine.~~

5. (currently amended) The method of Claim 1, further comprising~~wherein step f) includes the step of~~ viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updated version of the Web page.

6. (currently amended) The method of Claim 1, further comprising~~wherein step b) further includes the steps of:~~

submitting a first log in information to obtain a first privilege level for editing the Web page; and

submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level.

7. (currently amended) The method of claim 1 further comprising
~~further including the step of~~ generating a workflow notification to request an
approval of the updated version of the Web page, wherein the updated
version of the Web page is not provided until the approval is obtained.

8. (currently amended) An apparatus for implementing an e-commerce
storefront management user interface to enable efficient updating of the Web
pages of the storefront, the apparatus including a computer system having a
processor for executing computer readable instructions, which when executed
cause the computer system to implement a method comprising ~~the steps of~~:

a) ~~accessing a Web page out of a plurality of Web pages of an e-~~
commerce Web site;

b) ~~submitting log in information to the Web site;~~

invoking a web page editor having a graphical user interface for
editing the Web page;

c) ~~selecting an item on the Web page to modify;~~

d) ~~editing the item on the Web page;~~

e) ~~submitting the edited item to the Web site; and~~

f) ~~receiving an updated version of the Web page to view and verify the~~
edited item.

9. (currently amended) The apparatus of Claim 8, ~~wherein step c)~~
~~further includes the step of~~further comprising logging into the Web site with
an authentication to obtain privileges for modifying Web pages of the Web
site.

10. (currently amended) The apparatus of claim 9 ~~wherein step f)~~
~~further includes the step of~~further comprising logging out of the Web site
prior to receiving the updated version of the Web page.

11. (currently amended) The apparatus of Claim 8, wherein ~~steps a)~~
~~through f) are performed~~the management user interface is implemented with
a web browser.

12. (currently amended) The apparatus of Claim 8, ~~wherein step f)~~
~~includes the step of~~further comprising viewing the updated version of the
Web page using a web browser to verify the appearance of the edited item,
the appearance being the same as the appearance to a standard user
accessing the updated version of the Web page.

13. (currently amended) The apparatus of Claim 8, ~~wherein step b)~~
~~further includes the steps of~~further comprising:

submitting a first log in information to obtain a first privilege level for editing the Web page; and

submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level.

14. (currently amended) The apparatus of claim 8 further ~~including the step of~~comprising generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained.

15. (currently amended) A computer readable media having computer readable instructions for implementing a method for implementing an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, which when executed by a processor of a computer system cause the computer system to implement ~~the steps of:~~

~~a)~~ accessing a Web page out of a plurality of Web pages of an e-commerce Web site;

~~b)~~ submitting log in information to the Web site;

~~c)~~ selecting an item on the Web page to modify;

~~d)~~ editing the item on the Web page;

e) submitting the edited item to the Web site; and

f) receiving an updated version of the Web page to view and verify the edited item.

16. (currently amended) The computer readable media of Claim 15, further comprising wherein step c) further includes the step of logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site.

17. (currently amended) The computer readable media of claim 16 further comprising wherein step f) further includes the step of logging out of the Web site prior to receiving the updated version of the Web page.

18. (currently amended) The computer readable media of Claim 15, wherein the management user interface is implemented with a web browser wherein steps a) through f) are performed with a web browser on a client machine.

19. (currently amended) The computer readable media of Claim 15, further comprising wherein step f) includes the step of viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the

appearance to a standard user accessing the updated version of the Web page.

20. (currently amended) The computer readable media of Claim 15, ~~further comprising wherein step b) further includes the steps of:~~

submitting a first log in information to obtain a first privilege level for editing the Web page; and

submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level.

21. (currently amended) The computer readable media of claim 15 ~~further comprising further including the step of~~ generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained.